

THE HAPPETITE™

The Global BtoB event for
multi-site restaurant operators
looking to grow their business



20 | CONFERENCE
20 | PROGRAMME

RECIPES FOR GROWTH: *Growing in a changing world*

The Restaurant industry is facing an increasingly changing and complex business environment.

The modern evolution of technology, consumer behavior and people's way of living are opening up new opportunities for growth for hospitality players.

At the same time, geopolitical turmoil all around the world makes the choice of new market expansion challenging.

Thanks to the contribution of some of the most reputed experts in the industry, The Happetite conference programme will try to highlight the threats to avoid and the opportunities for growth.

How to grow in mature markets? What are the most promising new and emerging markets?

How are new digital solutions impacting traditional business models and improving the customer experience?

Technological disruption: robots, delivery... what is the place for the human touch and authenticity in the near future?

How to pursue sustainable and profitable growth.

Healthy, Organic, Vegan, Paleo... what's next?

How to find the right formula to entice investors and ensure finance for growth?

What are the right recipes to succeed?

CONTENT PARTNERS:



WHITE SPACE
PARTNERS

the-happetite.com

RECIPES FOR GROWTH IN A CHANGING WORLD

TUESDAY 30 JUNE

10.30-18.00
RESTAURANT STUDY TOUR IN
MILAN

SPONSORED BY:  JLL®

From 18.00
GET TOGETHER

WEDNESDAY 1 JULY

11.30-12.00
RESTAURANT MARKET OVERVIEW

12.00-12.30
KEYNOTE SESSION: TIME OUT
MARKET - FROM LISBON TO THE
WORLD!

14.30-15.00
HOW CULTURAL & SOCIAL
CHANGES REDEFINE
CONSUMPTION & FOOD TRENDS

15.00-15.45
BUILDING LIFEPLACES OF
TOMORROW: THE MAGIC OF
FOOD! (Part 1)

15.30-16.30
FOODTALKS 1

15.45-16.15
SUSTAINABILITY: GROWING
PROFITS WITH THE RIGHT
VALUES!

16.15-17.00
BUILDING AN INSPIRING
HOSPITALITY BRAND

17.00-17.30
KEYNOTE SESSION: BUILDING A
GLOBAL RESTAURANT CHAIN

THURSDAY 2 JULY

8.30-10.00
PRIVATE EQUITY BREAKFAST
(Closed-door event)

10.00-10.30
FOOD IN THE TRAVEL RETAIL MIX:
THINK GLOBAL, OFFER LOCAL?

10.30-11.00
BUILDING COMMUNITY VIA
CROWDFUNDING, THE BREWDOG
WAY

11.00-12.00
FOODTALKS 2

11.00-11.30
HOW TO FINANCE THE GROWTH
OF YOUR CHAIN WITH PE
PARTNERS?

11.30-12.00
FOODTECH - GROWING WITH
TECHNOLOGY

12.00-12.30
BUILDING LIFEPLACES OF
TOMORROW: THE MAGIC OF
FOOD! (Part 2)

12.30-14.00
MULTI-UNIT FRANCHISE LUNCH

14.30-15.00
BOOSTING YOUR RESTAURANT
BUSINESS THROUGH SOCIAL
MEDIA

15.00-15.30
DEVELOP YOUR RESTAURANT
CHAIN WITH THE RIGHT
PARTNER!



11.30-12.00

RESTAURANT MARKET OVERVIEW

Growing your business around the world: Where and how to grow in mature markets? What are the more promising new markets?

Speakers:

*Florence Berger, Associate Manager, **FOOD SERVICE VISION***

*Francois Blouin, Founder & CEO, **FOOD SERVICE VISION***

*Jochen Pinsker, Senior Vice President, **THE NPD GROUP***

12.00-12.30

KEYNOTE SESSION: TIME OUT MARKET - FROM LISBON TO THE WORLD!

A talk with Joao Cepeda to discover how this visionary journalist succeeded in creating unique places and experiences all around the world, mixing local spot with legendary chefs and cultural stuffs while keeping a strong local soul for each project.

Speaker:

*João Cepeda, President & Creative Director, **TIME OUT MARKET***

14.30-15.00

HOW CULTURAL & SOCIAL CHANGES REDEFINE CONSUMPTION & FOOD TRENDS

Millennials, seniors, working population... due to economics, demographics and cultural changes, new food trends & services are emerging. Social consciousness, trust, tribal influence, AI... how to imagine the food service industry for the next decade?

Speaker:

*Bénédicte Simon, Partnership & Communication Manager, **INSTITUT PAUL BOCUSE RESEARCH CENTER***

*Simon Stenning, Executive Director, **FUTUREFOODSERVICE.COM***

15.00-15.45

BUILDING LIFEPLACES OF TOMORROW: THE MAGIC OF FOOD! (Day 1)

How food will magnify customer experience in new lifestyle destinations? Focus on iconic projects that will change the retail property scenario setting up new landmarks for the next coming years.

• **Part 1:** Cherrywood Dublin: a new, retail-led mixed-use town centre with a unique food and beverage scheme and offer

• **Part 2:** Intu Costa del Sol: a resort-like no other, breaking the mould and that redefines the model of the retail industry. A special focus on food and beverage.

Speaker:

*Jonathan Doughty, Global Head of Foodservice, Leisure and Placemaking, **ECE PROJEKTMANAGEMENT***

*Derek Rossel, Development Director, **HINES***

*Ian Sandford, President, **EUROFUND & INTU COSTA DEL SOL***

15.30-16.30

FOODTALKS 1

A unique chance to discover international in-vogue food concepts & build business connections with them!

Showcase of 10 restaurant concepts

15.45-16.15

SUSTAINABILITY: GROWING PROFITS WITH THE RIGHT VALUES!

Could sustainability become a real growth driver for Hospitality industry players?

Producing, culturing, farming, shipping, cooking, delivering, reducing waste... how sustainability creates new growth perspectives for hospitality players.

Showcase of some initiatives which are increasingly profitable while improving responsible consumption

Speaker:

*Mette Lykke, CEO, **TOO GOOD TO GO***

16.15-17.00

BUILDING AN INSPIRING HOSPITALITY BRAND

Three incredible success stories: how to combine passion for food, retail vision, a hospitality mindset and a modern communication approach to create vibrant emotional experiences.

Speakers:

*Stephen Douglas, Global Development Senior Director, **MCDONALD'S***

*Yossi Eliyahu, Founder & Co-owner, **THE ENTOURAGE GROUP***

*George Gottl, Chief Creative Director, **UXUS***

*Florian Schneider, Managing Director, **DR. OETKER HOSPITALITY***

17.00-17.30

KEYNOTE SESSION: BUILDING A GLOBAL RESTAURANT CHAIN



8.30-10.00

PRIVATE EQUITY BREAKFAST (Closed-door event)

Exclusive closed-door breakfast to gather private equities investors, food operators and a selection of international restaurant chains owners and CEOs.

10.00-10.30

FOOD IN THE TRAVEL RETAIL MIX: THINK GLOBAL, OFFER LOCAL?

Passengers eager for new food concepts & experiences ... are they looking for efficiency or experiences, for global trusted brands or local authentic products? What are the strategies of top concession catering players to differentiate their offer and attract tourists? How can local restaurant chains win their place at the top table?

Speaker:

Jaafar Mestari, Equity Research Analyst - Leisure & Hotels, EXANE BNP PARIBAS

10.30-11.00

BUILDING COMMUNITY VIA CROWDFUNDING, THE BREWDOG WAY

How to use crowdfunding to get off the ground or to scale up your hospitality business to the next level. Equity, debt or reward crowdfunding: what's the best choice? Would it be better to attract backers in it for the long term, rather than hoping to make money from your business?

Speaker:

David McDowall, Group COO, BREWDOG

11.00-12.00

FOODTALKS 2

A unique chance to discover international in-vogue food concepts & build business connections with them! Showcase of 10 restaurant concepts

11.00-11.30

HOW TO FINANCE THE GROWTH OF YOUR CHAIN WITH PE PARTNERS?

Understand & define the best approach to developing your concept with a private equity partner. Focus on the latest acquisitions and strategic partnerships in foodservice sector. How do you choose the right partner matching the size of your business? Two players present their vision.

Speakers:

Jason McGibbon, Partner, Head of Consumer Sector, BRIDGEPOINT

Vincent Mourre, CEO & Co-founder, WHITESPACE PARTNERS

11.30-12.00

FOODTECH - GROWING WITH TECHNOLOGY

How can you enhance consumer experience through new tech solutions? How to increase profitability without losing the soul of the brand? Showcase of some cutting edge technology and solutions that will reshape the restaurant business.

Speakers:

Benjamin Calleja, CEO and Founder, LIVIT DESIGN

12.00-12.30

BUILDING LIFEPLACES OF TOMORROW: THE MAGIC OF FOOD! (Day 2)

New formats, new destinations: how food will revitalize new urban landscape? Focus on innovative urban projects to create vibrant experiences for customers.

12.30-14.00

MULTI-UNIT FRANCHISE LUNCH

Exclusive closed-door lunch to gather international and regional multi-unit franchise partners, master franchises and a selection of international restaurant chains owners and executives.

Speaker:

Henry McGovern, Founder / CEO, AMREST / WJM INVESTMENTS

14.30-15.00

BOOSTING YOUR RESTAURANT BUSINESS THROUGH SOCIAL MEDIA

Is digital redefining the rules for the restaurant industry? How can you build a winning media and digital strategy to create a community and grow your restaurant business? How will the latest digital innovation transform the customer experience of food formats?

15.00-15.30

DEVELOP YOUR RESTAURANT CHAIN WITH THE RIGHT PARTNER!

Overview on winning collaborative models between franchise partners & restaurant chains. How to develop a profitable multi-unit franchise business in a complex environment. Digital and social media impact, food delivery, local supplying, how do you handle the new business landscape?

Speakers:

Christopher Jones, President, SUSHI SHOP

Jerzy Tymofiejew, Chief Development Officer, AMREST



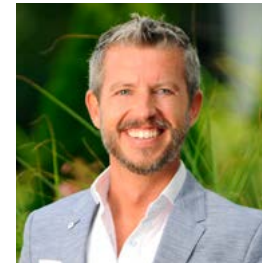
Mario C. Bauer
 Entrepreneur & Teddy Bear/Brand Ambassador/Co Founder
AMREST / CURTICE BROTHERS / WHITESPACE PARTNER



Florence Berger
 Associate Manager
FOOD SERVICE VISION



François Blouin
 Founder CEO
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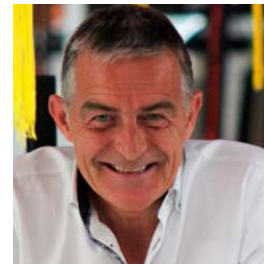
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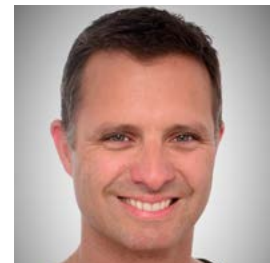
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